

## REMARKS

Applicant thanks the Patent Office for the careful attention accorded this Application and respectfully request reconsideration in view of the Amendment above and remarks set forth below.

In response to the Office Action mailed December 11, 2009, Applicant has amended Claims 49, 54, 60 and 65 to avoid any basis for rejection under 35 USC 112. Also, Applicant has added Claims 69-80 based on Claims 49-60, but having some minor modifications including the provision:

“wherein said first Internet-enabled information server is configured to generate and serve each said MMVK to the Web browser of a consumer, and wherein said Web browser is configured to display a graphical user interface (GUI) that is characterized by a plurality of independently programmable display modes selected from the group consisting of (i) a first display mode for sequentially displaying a first set of consumer service information (CSI) resources, (ii) a second display mode for sequentially displaying a second set of said CSI resources, and (iii) a CSI menu display mode for displaying a menu of one or more of said CSI resources for display to said Web browser;”

Applicant also hereby submits a replacement Terminal Disclaimer to overcome the obviousness-type double patenting rejection in view of copending Application Nos. 10/812,341; 11/823,828; 10/058,970; and 09/695,744. Applicant has expressly abandoned US Application Nos. 11/804,769; 10/876,261; 10/602,990; 10/059,076; 10/693,856 and 09/716,848.

Applicants also submit One Hundred Seventy Three (173) sheets of Formal Drawings, as well as amendments to the Specification and a Request for Approval of Proposed Changes to the Drawings, in order to ensure correspondence between the Specification and the Drawings.

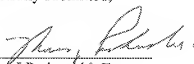
Applicant firmly believes that present invention defined by amended Claims 49-68 and new Claims 69-80, is neither anticipated by, nor rendered obvious in view of the prior art of record, and that the present application is now in condition for allowance.

Favorable action is earnestly solicited.

After amendment, there remain three independent claims and thirty two claims in all.  
The excess claims fee of \$312.00 has been charged to Deposit Account 16-1340.

Respectfully submitted,

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